

CITY COUNCIL  
BUSINESS AND COMMUNITY AFFAIRS COMMITTEE MINUTES

March 3, 2016

The City Council Business and Community Affairs Committee of the City of Norman, Cleveland County, State of Oklahoma, met at 4:08 p.m. in the Municipal Building Conference Room located at 201 West Gray on the 3rd day of March, 2016, and notice and agenda of the meeting were posted in the Municipal Building at 201 West Gray and the Norman Public Library at 225 North Webster 48 hours prior to the beginning of the meeting.

PRESENT: Councilmembers Allison, Castleberry, Lang, and Chairman Heiple

ABSENT: None

STAFF PRESENT: Ms. Susan Connors, Director of Planning and Community Development  
Mr. Terry Floyd, Development Coordinator  
Ms. Sara Kaplan, Retail Marketing Coordinator  
Ms. Syndi Runyon, Administrative Technician IV

Item 1, being:

**PRESENTATION REGARDING NON-RESIDENTIAL DEVELOPMENT ACTIVITIES IN NORMAN.**

Ms. Sara Kaplan, Retail Marketing Coordinator, said today's presentation will primarily focus on building projects valued over \$500,000 that have been recently completed or is in the pipeline for Norman. These projects represent \$93 million in private investments with \$284 million currently in the pipeline. She said it is important to note the figures do not include construction activity at the University of Oklahoma (OU), which easily exceeds these values.

Ms. Kaplan said Norman's population hit 100,000 in 2003, and currently has a population of 118,000 for a consistent slow growth of about 1.5% per year. She said information from the Oklahoma Sales Tax (OTC) website shows sales tax collections are growing as well. Councilmember Castleberry asked why Ms. Kaplan did not use actual sales tax collections for her graph instead of getting the information from the OTC website. He said there is not a huge difference in numbers, but felt there would be a 1% to 2% difference and Ms. Kaplan agreed and said she was not trying to be precise in the presentation because finance is not her forte.

Ms. Kaplan highlighted the various public investment projects as Lindsey Street and I-35; Highway 9 Widening; Wayfinding Signage; Campus Corner and Downtown Parking Study; Main and Gray Streets One-Way to Two-Way Study; Center City Visioning Project; 100 to 300 Block West Main Streetscape Project; Railroad Quiet Zone; Griffin Land Study; Regional Transit; Legacy Park; Norman Forward Projects; Comprehensive Plan; Storm Water Utility; Water and Wastewater Projects; Community Development Block Grant Disaster Relief (CDBG-DR) Projects; Traffic Studies; and School Bond Projects.

Ms. Kaplan summarized completed non-residential projects in 2015, as 57% multi-family; 3% office and industrial; 24% retail and services; and 16% institutional. She summarized non-residential projects in the pipeline for 2016, as 42% multi-family; 16% office and industrial; 15% retail and services; and 27% institutional.

Councilmember Allison what he is hearing is that there is very little available commercial space in Norman to build on unless it is retail. People are telling him they are having a hard time finding raw land to build office space so that will hurt that non-residential percentage. Ms. Connors said any commercially zoned property allows offices as well. Councilmember Allison said there is land available in University North Park (UNP); however, that is around retail and they do not want to be in a retail environment. He said the office space available in the UNP is for lease, not for sale. Ms. Kaplan agreed there is not a lot of vacant commercial land and said hopefully the Comprehensive Plan will garner information on what commercial properties are available. She said current office and industrial construction projects are not necessarily new businesses coming to Norman, they are businesses relocating within Norman.

Business and Community Affairs Committee Minutes

March 3, 2016

Page 2

Ms. Kaplan said a lot of people seem to think there is an overabundance of multi-family projects, but she believes the market for multi-family units is still growing and the demand is there. Mr. Terry Floyd, Development Coordinator, said there is a lot of development taking place in northeast and southeast Norman for single family residences, which could have mixed multi-family as well.

Ms. Kaplan said retail developers want to know where construction is taking place in Norman because retail follows roof tops so she has created a map in [destinationnorman.com/data](http://destinationnorman.com/data) that shows the location of the largest building projects (valuation of over \$500,000) recently completed or underway in Norman for 2015 and 2016 as well as building permit applications submitted. She said [destinationnorman.com](http://destinationnorman.com) is geared for people outside of Norman and is a great tool to find out what is going on in Norman.

Councilmember Allison asked when the Cedar Lane Walmart was opening and Mr. Floyd said late August or early September 2016.

Items submitted for the record

1. Memorandum dated February 29, 2016, from Sara Kaplan, Retail Marketing Coordinator
2. PowerPoint presentation entitled, "Norman Development Updated," dated March 3, 2016

\* \* \* \* \*

Item 2, being:

MISCELLANEOUS PUBLIC COMMENTS.

None

\* \* \* \* \*

Item 3, being:

ADJOURNMENT

The meeting adjourned at 4:28 p.m.